

Overseas Press Club Bulletin

VOL. 41, NO. 3
MARCH 1986

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Up-and-Coming

Tuesday, March 18, 5:30 p.m.—OPC Book Night with Joseph Heller and Speed Vogel, authors of "No Laughing Matter," Bogert Room.

Friday, March 28—Club closed for Good Friday.

Thursday, April 10, noon—First Thursday Luncheon with Faye Gillis Wells, Edward R. Murrow Room.

Tuesday, April 15, 6 p.m. Cocktails, 7:15 p.m. Dinner—OPC 47th Annual Awards Dinner, Empire State Ballroom, Grand Hyatt-New York, \$65 each for member and one guest, non-members \$130 each.

Luncheons: Members \$16, Guests \$20; 5:30 Programs: Members Free, Guests \$4. Cash bar all functions. Reservations required. Cancellations 48 hours in advance if food served or members will be charged. Reserve with Mary Novick 679-9650.

Plans progress for OPC's 'Nam Reunion

The OPC Vietnam Media Reunion Committee has undertaken some major research in planning this event for fall.

Al Kaff and Bryce Miller report they are contacting major media, the Pentagon and the State Department for lists of the correspondents who covered and the military and governmental people directly involved in the coverage.

Tentative plans are also to include some of the top military commanders in 'Nam during the conflict as well as U.S. Ambassadors who served during that period, Kaff reports.

The 'Nam committee needs your help to make sure all correspondents who were accredited are included. Write them care of the club. They urge you also pass along your suggestions for this event and additional contacts you believe will be helpful.

This is a major project involving a lot of work. Volunteers contact the 'Nam Committee.

Economist Henry Kaufman to Speak at OPC Awards Dinner

Dr. Henry Kaufman, one of the world's most influential economists, will be guest speaker at the OPC's 47th Annual Awards Dinner.

OPC President Anita Diamant announced Kaufman has accepted an invitation to address the dinner Tuesday, April 15, in the Empire State Ballroom of the Grand Hyatt-New York.



Henry Kaufman

Franks frankly view future of the media

Morton Frank, founder and chairman emeritus of *Parade*, and his son, Alan, associate editor of *Forbes*, are hopeful for the future of journalism but fearful of some present trends.

Father and son chose the OPC Bulletin's Thursday Luncheon billing of "Frank & Son" as subject matter for their talk on the families in the news business.

Intriguing was what they said about current trends. Some points Alan made:

***On the horizon may be the globalization of media organizations.**

Will it be good for the news business when considered in terms of *Gannett* and *USA Today*, Murdoch and Ted Turner? He doubts it.

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Kaufman is vice chairman of Philbro-Salomon Inc., one of the world's largest financial services and commodities organizations. He is executive director of Salomon Brothers Inc., where he is chief economist.

Kaufman will deliver a global perspective on implications of current dynamic changes in the world's developed and less-developed economies.

Salomon Brothers, the famed international investment banking, market making and research firm, underwrote or traded \$3.6 trillion in securities in 1985 in 14 currencies, 'round-the-clock on four continents.

Kaufman last year was ranked as one of the 20 most influential people in the United States in the private sector in a U.S. News & World Report poll. He was listed among the 30 most influential people in the governmental and private sectors in the same poll.

Prior to joining Salomon Brothers in 1962, Kaufman was a Federal Reserve Bank of New York economist, specializing in commercial banking and central banking.

Kaufman is a member of the Council on Foreign Relations, a trustee of the Hudson Institute and a director of the United Nations Association. He is a trustee of the Economic Club of New York, a governor of Tel Aviv University and both executive committee chairman and a trustee of the Whitney Museum of American Art.

Much in demand as a speaker on economic matters, he has appeared before other major forums including addresses to the National Press Club in each of the past three years.

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A correction and belated tribute to Bill Pearsall

We have done the memory of **William Pearsall**, one of the most dedicated members and supporters of the OPC, a terrible wrong—three times. Some say four.

New to our editing chores, we gave Bill only three small graphs at the bottom of page 2 in the October issue following his death September 7 after a long illness.

The piece was so small and hidden, even Bill's widow, Doris, didn't see it.

Then, in November, we managed to get Herb Kupferberg's cutline on Bill's picture which we'd managed to not publish with his obit.

So we tried to correct it all in January after belatedly discovering our mistake. Except we called Bill "Bob."

We haven't had so much outraged reader response in the 25 years since we really did misquote Richard Nixon in a UPI piece—except maybe when we left the baking time off a chocolate fudge brownie recipe in the Jeanne Lesem UPI cooking column some years since.

We have had letters, cards and calls from Bill's friends. Doris Pearsall, who has edited her share of OPC Bulletins in the past, received a batch of calls and cards, too. Finally, she asked we try again to put the record straight—something we'd become fearful of attempting for fear we'd err again.

All we can do at this point is say we're really sorry. We're particularly sorry because, new to the OPC, we never knew Bill Pearsall.

Anyone with so many dedicated friends was obviously a wonderful person and deserved far better treatment by the newsletter of the club of which he was so long a leader.

Let us note again, Bill was a prominent public relations executive, a vice president of Manning, Selvage & Lee, and also a noted outdoors writer.

Bill was an authority on pleasure boating and water sports. He produced and wrote a score of documentary films and wrote a number of books on these subjects.

It should be added he was a Coast Guard correspondent in the North Atlantic and Mediterranean theaters in World War II.

May this (we pray) final correction on a reprehensible series of errors serve as a belated tribute to one so deserving of recognition.

Let us also sheepishly fess up. The errors were committed by me, co-editor Fred Ferguson. Again, we apologize.

Note: We'd run Bill's picture again, except we can't find it. And besides, we might get the cutline wrong.

OPC to report on correspondents jailed or missing abroad

The OPC is preparing its second annual report on U.S. correspondents kidnapped, jailed or missing abroad.

Freedom of Information Committee Chairman Norman Schorr says work on the report is progressing well.

While some of the names have changed, Schorr says the list remains long and the problem is no less critical than it was in 1985.

This OPC project serves to call attention to the plight of these news people and may contribute to their release. Presentation and publication of the report is scheduled coincident with the OPC Awards Dinner April 15.

OPCer **Bernard Redmont**, dean of Boston University's College of Communications, names OPCer **Edward L. (Father of PR) Bernays** chairman of college's new public relations advisory committee. Can't seem to get through a month without mention of peripatetic Bernays' doings.

Kaufman

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Kaufman was born in Germany in 1927. He came to the United States when his parents emigrated in the 1930s. He graduated from New York University with a B.A. in economics in 1948, from Columbia University with an M.S. in finance in 1949 and from the New York University Graduate School of Business Administration with a Ph.D. in banking and finance in 1958. He was awarded an honorary Doctor of Laws degree by NYU in 1982.

The import of his work with Salomon Brothers can be judged from the fact the firm's average daily inventory of securities "on the shelf" last year was \$11.4 billion and ranged as high as \$29.5 billion. The staff of its four research departments, which he oversees, totals 285.

As for OPC's prestigious awards, Morton Frank reports more entries than ever with about 30 of the nation's top news organizations among those submitted.

OPC 47th Annual Awards Dinner, Empire State Ballroom, Grand Hyatt-New York, Tuesday, April 15, Cocktails 6 p.m., Dinner 7:15, \$65 each for member and one guest, non-members \$130 each.

1st Thursdays Faye Gillis Wells is coming April 10

Faye Gillis Wells, one of the most fascinating women in the news business and a famed aviatrix to boot, will address the OPC Thursday Luncheon April 10.

A founding member of the OPC, she covered Italy's war with Ethiopia, the Soviet Union for the *AP* and the *New York Tribune* and, for 13 years, the White House for *Storer*. She is also one of the original organizers, with Amelia Earhart, of the 99s, the women pilots' organization.

She remembers the Algonquin Hotel meeting of 13 people April 10, 1939, at which the OPC was organized. Her Thursday luncheon address in New York comes between appearances in Michigan, Kansas, Texas and New Delhi.

Amid the current turmoil surrounding NASA, her remarks on her current participation on the committee to select a journalist to go into space should be of particular interest.

One thing Ms Wells will want to talk about is her favorite project "International Forest of Friendship" featuring trees from various nations and states. She calls it the 99s gift to America.

Ansel Talbert will have addressed the March luncheon by the time you receive this copy of the OPC Bulletin and we'll report on that event in the next issue.

OPC Thursday Luncheon with Faye Gillis Wells, noon, Thursday, April 10, Edward R. Murrow Room.

Let's have less praise, more news

We've had some kind words on the OPC Bulletin. That's music to our ears, of course. But we'll readily trade it for more information on members' activities. Not that we don't have quite a lot. Correspondents can't resist corresponding. But we're greedy. We want more. You'll have noted some format changes that give us room for added copy without doing a lot of damage to makeup. The idea is to make this the newsiest newsletter going. But you've got to help. Tell us where you are, how you are and what you are doing. We're able to pass a lot more of this information along now. And let us know how we might improve The Bulletin.

Reminder

Material for the bulletin must be received in the OPC Office by the 14th of the month preceding publication.

Frank & Son



Son Alan discourses; Anita Diamant, father Morton, discern

From Page 1

***Mergers bringing outside ownership, possibly seeking power of media control.**

"More and more of our family empires are going to be sold to non-media companies," he warned.

He cited General Electric's move on NBC. Will it be "only a question of time before there is inevitably self-censorship" in matters concerning the controlling corporation? He is afraid it will.

On the other side of the coin, mergers in prospect may well produce a full-fledged fourth television network that could be a benefit by enhancing competition.

***Are stories presented in computer screen lengths to be the style of all publications?**

"I can't quite see it happening. There will still be some market for quality."

Morton mentioned the introduction of *USA Weekend* following Gannett's acquisition of *Family Weekly* challenging the hugely successful and established *Parade*.

"There has been a complete change-over," he said. The two now differ widely in editorial style. *Parade* offers big name writers and major stories in some depth. *USA Weekend* offers the ultra-short, the bullets on page one and tightly packed content, heavily-styled and illustrated.

Their audiences have changed. Both are now in large and medium markets. *Parade* formerly appeared mostly in big ones, *Family Weekly*, in medium or smaller ones.

On this question from the audience, "Will Gannett own the world?," Morton suggested "a lot of people just don't like Gannett and deliberately do the opposite."

For an overflow audience, they discussed the father-and-son tradition that has been a part of the news business.

Morton Frank mentioned some of the big family names—Newhouse, Chandler, Sulzberger, Ridder and the Browns of *Editor and Publisher*. Bob Brown was in the audience. Seventy-one of the nation's top 100 papers are still family owned, one way or another, he said.

Frank said *Forbes*, where Alan works, is an outstanding example of the good that can come from family control.

Alan told how it works at *Forbes*, with the sons assigned to duties each can best handle—a driving team utilizing top professionals that has led to great success. He said sons Bobby, Tim and Kip are all likely to also take a part in the new challenge presented by the acquisition of *American Heritage*.

The patriarchal tradition, he said, is generally taken with good humour within the clan. He said he asked Steve Forbes, most active in operation and editorial direction of *Forbes* magazine, about the story the family has a rule his father and Steve never fly on the same plane.

"Yes," said Steve, "but my younger brothers are always trying to get us on the same plane."

Morton thought Barry Bingham's family's decision to sell the *Louisville Courier-Journal* due to squabbling among the siblings was "a sad example of family control gone sour."

He gave examples of the varied forms of family ownership and/or operation including outright ownership, stock control, hands-on management, editorial direction, use of professionals to run the organization or any combination thereof.

Morton's litany of the families that have contributed mightily to the strength of newspapering and other media included The Grahams, Coxes, Hoyles, Ingersolls, McClatchies, Ogdens, Worrells and more.

Looking to the future, he said there is the vast growth in specialty magazines. His current involvement in one for persons of Hispanic heritage is a case in point.

The array of such publications, he said, offer opportunities to those inclined to freelance.

To place an article, he said, simply sending a manuscript seldom works. A friend in court is best. An agent is a good alternative.

The mutual admiration of Frank and son delightfully emerged at several points.

Alan was talking about Barry Bingham Sr. "He's much like my father: always busy in many things, always courteous and gracious."

Morton's dry wit after Alan's remarks, "I'm delighted with what he said. It all made sense. And I agree with it."

Alan, in responding when asked if he also evaluated his father's presentations:

"Well, I don't ask him if he got a haircut or had his pants pressed."

Opinion:

We loved 'em.

Heller and Vogel discuss 'No Laughing Matter' at March 18 Book Night

As unlikely a duo of dare-devil doers are next on the OPC Book Night firing line—co-authors **Joseph Heller** and **Speed Vogel**.

They'll discuss on March 18 a subject that is *No Laughing Matter*, Heller's bout with Guillain-Barre Syndrome and also the title of their book (Putnam).

With Heller, author of *Catch-22* and *God Knows*, helpless from the paralyzing disease, his longtime friend, Vogel, pitched in to help him through the ordeal and then to defeat pathos with wit in writing the story.

About Heller, you know. Author also of *Something Happened* and *Good as Gold*, this is his first work of non-fiction. About Vogel, you probably don't, so we'll tell just a little.

Vogel, by self-description, has been businessman, cook, artist, plumber and herring taster at Zabar's.

A resident of New York and East Hampton, Vogel, Heller's friend of 25 years, handled Heller's business affairs, kept Heller's friends informed of his progress, lived in his apartment to keep his spirits up during the three months Heller was, for all practical purposes, helpless in his bout with the disease of unknown cause.

OPC Book Night, Tuesday, March 18, Bogert Room, 5:30 p.m. Members Free, Guests \$4, Cash Bar. Reserve with Mary Novick.

Newsweek, Reuters in Japanese now

By AL KAFF

The *Far Eastern Economic Review* of Hong Kong reports that *Newsweek* and *Reuters* have started printing in the Japanese language in Tokyo.

Most American and European wire services, syndicates and news magazines stick to English in serving Japan's huge media market.

Japan's national newspapers, with circulations of over 10 million daily, and its news agencies hire hundreds of translators to process foreign news.

Newsweek launched a Japanese-language edition in January, the first foreign news magazine to do so. About 85 per cent of each issue is translated from the U.S. edition while the rest of the editorial copy is produced in Japan.

Editor-in-chief of the Japanese *Newsweek* is Takashi Oka, a former correspondent for *The New York Times* and *The Christian Science Monitor*.

Reuters started transmitting a Japanese-language economic news service last November to business subscribers.

But the Japanese *Reader's Digest*, published since 1946, was closed in January. Ko Shioya, editor-in-chief, said the *Reader's Digest* in Japanese was the country's second-ranked monthly magazine in circulation, about 300,000, but the company's business declined in mail-order books, records and art reproductions.

The *Far Eastern Economic Review* predicted that the Japanese *Newsweek* and *Reuters* may signal a new invasion of that country.

"The overseas challenge to the entrenched Japanese media companies is likely to grow tougher as barriers between Japan and the outside world come down one by one," the economic weekly said.

All Japanese school children study English but few develop fluency. English-language publications circulate largely to foreign residents.

Reader's Digest's Shioya said Japan needs foreign publications translated into Japanese to supplement what he sees as inadequate coverage of the outside world by correspondents working for Japanese media.

Agate Advertisements

The OPC Bulletin will accept a limited number of classified ads in what may be the best media influentials buy going. \$5 minimum for up to three lines, \$1.75 for each line thereafter. 46 characters per line. Check must accompany typed copy submitted to OPC by 14th of month preceding publication.

News Notables write in Dateline '86 on Terrorism and Media

Some of the biggest names in the news business are writing for *Dateline '86 on Terrorism and the Media*.

We're assured of this by OPC *Dateline Magazine* Publisher Henry Gellermann. So *Dateline '86* itself appears likely to make news.

Gellermann also reports extraordinary progress in advertising sales. Your suggestions and contacts for prospective advertisers are still needed, however, so that we can adequately treat the subject with sufficient text and illustration.

Time is short for inclusion in the issue distributed coincident with the annual OPC Awards Dinner in April.

Rate cards and related material are available through the club office.

Overseas Press Club Bulletin

The Overseas Press Club Bulletin (ISSN-0738-7202) is published monthly, except August, for \$24 per year to members, included in dues, by the Overseas Press Club of America, New York, N.Y. 10017. Second class postage paid at New York, N.Y.

Irvin S. Taubkin, Fred Ferguson, Co-Editors;
Charles J. Schreiber, Associate Editor.

POSTMASTER: Send address changes to the Overseas Press Club Bulletin, 52 East 41st Street, New York, N.Y. 10017.

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(ISSN-0738-7202)

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